A6229-12
4/19/89

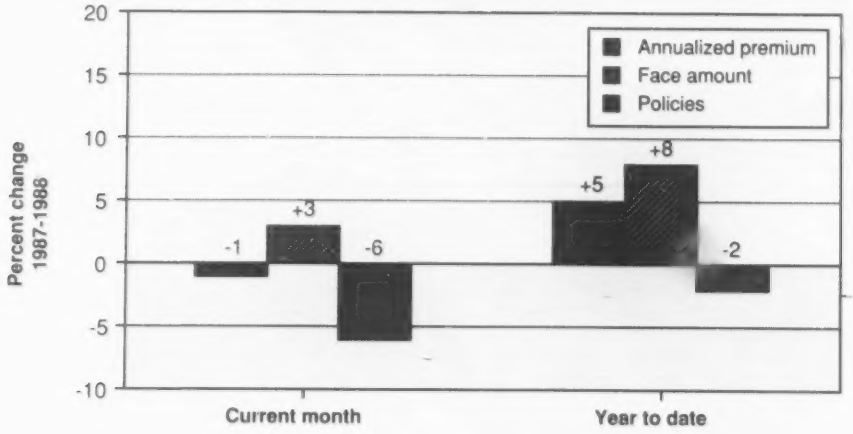
I/R Code 47.40

November 1988

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

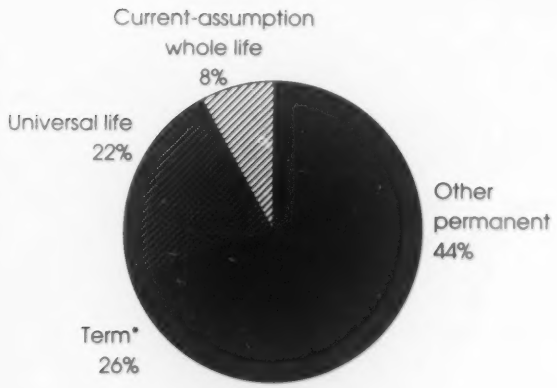
Individual Sales

37 Companies

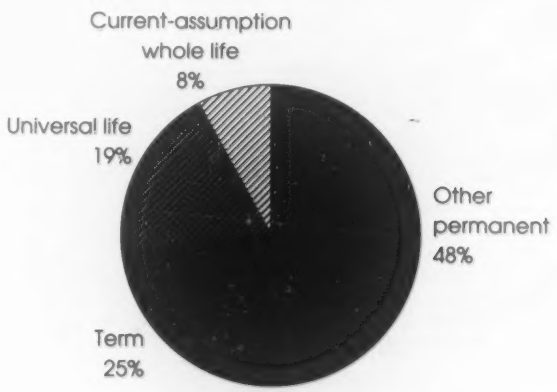


Annualized Premium Market Share by Product

26 Companies Representing 82 Percent of November Sales



Current Month



Year to Date

*For the 15 companies that sell the product and supply data, "permanent term" ("term to 100") makes up 15 percent of total November 1988 sales.

LIMRA® INTERNATIONAL

Profit from our research.

Individual Sales (cont.)

Sales Comparisons with Last Year

Ratio 1988/1987

		Annualized premiums	Face amount	Number of policies
Term (22 cos.)	Month	117%	116%	106%
	Year to date	118%	120%	114%
Universal life (19 cos.)	Month	123%	129%	115%
	Year to date	131%	143%	127%
Current-assumption whole life (11 cos.)	Month	84%	80%	81%
	Year to date	84%	80%	84%
All other permanent (21 cos.)	Month	87%	89%	85%
	Year to date	94%	93%	90%

Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term (22 cos.)	Month	$ 3.64	$ 158,245	$ 576
	Year to date	$ 3.55	$ 152,478	$ 542
	Year-to-date ratio	99%	105%	104%
Universal life (19 cos.)	Month	$ 8.98	$ 91,676	$ 824
	Year to date	$ 8.95	$ 88,789	$ 794
	Year-to-date ratio	92%	113%	104%
Current-assumption whole life (11 cos.)	Month	$ 6.82	$ 54,947	$ 375
	Year to date	$ 6.58	$ 55,150	$ 363
	Year-to-date ratio	106%	95%	100%
All other permanent (21 cos.)	Month	$ 10.78	$ 51,228	$ 552
	Year to date	$ 10.74	$ 50,144	$ 539
	Year-to-date ratio	100%	104%	104%
Total sales (37 cos.)	Month	$ 6.80	$ 85,762	$ 583
	Year to date	$ 6.77	$ 83,210	$ 563
	Year-to-date ratio	98%	109%	107%

Universal Life

Interest Rates This Month

Median	9.5%
Range	7.0% - 10.8%
Range of middle 50%	9.0% - 10.0%
Number of companies reporting	15
Number of plans reported	35
Number of new plans	0
Number of plans dropped	0
Number of plans showing. . .	
No change	23
Increases	8
Average increase	0.3%
Decreases	4
Average decrease	- 0.4%

1988 Interest Rate Range

Individual Sales (cont.)

Contributors' Growth Rates

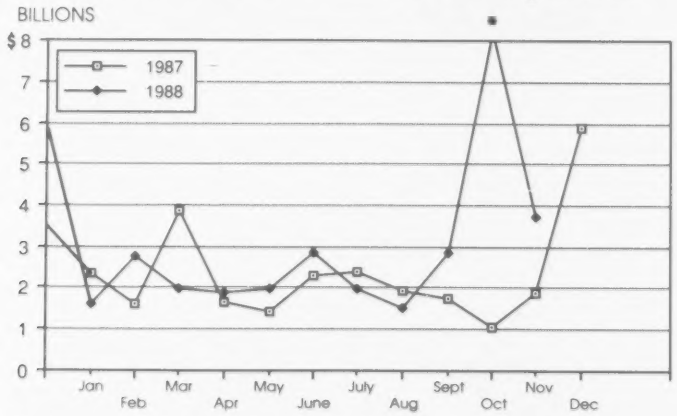
Change in Annualized Premium

Year to Date

Percent change 1987 - 1988	Number of . . . Group I companies	Group II companies	Group III companies	All companies
21% or over	2	3	7	12
11% – 20%	0	1	3	4
1% – 10%	3	4	2	9
-9% – 0	4	4	0	8
-19% – -10%	1	1	0	2
-20% or under	0	1	1	2

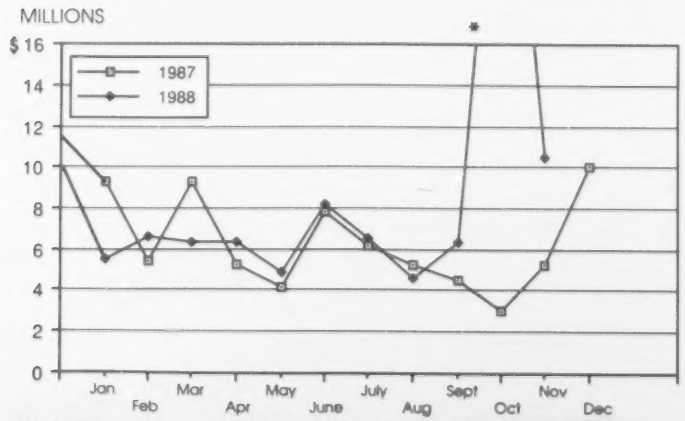
Group Sales

Face Amount — 16 Companies



*Includes one large case for over $5.8 billion in face amount

Annualized Premium — 13 Companies



*Includes one large case for $25 million in annualized premium

November Sales

		Annualized premium (000)		Face amount (000)		Number of policies	
		1987	1988	1987	1988	1987	1988
Total ordinary	Month	$ 53,483	$ 52,684	$ 7,538,673	$ 7,748,819	96,567	90,353
	Year to date	$475,515	$499,530	$68,655,690	$73,830,102	901,553	887,276
Ordinary — Group I	Month	$ 33,287	$ 32,618	$ 4,255,668	$ 4,311,436	60,088	54,079
	Year to date	$287,174	$292,191	$37,476,837	$39,099,745	550,551	521,215
Ordinary — Group II	Month	$ 15,920	$ 15,003	$ 2,585,712	$ 2,512,343	28,307	27,071
	Year to date	$148,071	$156,871	$24,226,156	$25,617,322	267,790	267,784
Ordinary — Group III	Month	$ 4,276	$ 5,063	$ 697,293	$ 925,040	8,172	9,203
	Year to date	$ 40,270	$ 50,468	$ 6,952,697	$ 9,113,035	83,212	98,277
Group	Month	$ 5,254	$ 10,472	$ 1,884,331	$ 3,746,912	-	-
	Year to date	$ 65,293	$ 96,844	$22,174,982	$31,346,119	-	-

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 37 companies plus five subsidiary companies operating in Canada. The contributors represent 81 percent of the 1986 Canadian ordinary volume sold and 85 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 16 companies operating in Canada. The contributors represent 64 percent of the 1986 Canadian volume of new or amended group contracts.

Contact: Joy I. Hansen, Project Director
Darlene A. Schnittker
Michael D. Bourque
Raymond H. Hinchcliffe
Anita Potter (Group)
—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Group I
Canada Life*
Great-West Life*†
Industrial-Alliance Life*†
London Life*†
Manufacturers Life†
Metropolitan Life*†
(includes Metropolitan Life of Canada)
Mutual Life of Canada*†
North American Life (Canada)
Prudential of America*†
Sun Life of Canada*†

Group II
Ætna Canada (Excelsior Life)†
Commercial Union Life of Canada
Confederation Life*
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
Prudential of England*†
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins*
COLONIA Life†
Equitable Life of Canada
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Sauvegarde*†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

* Company contributes both ordinary and group data
† Company is included in product market share chart
Companies contributing group data only:
Æterna-Vie and Laurentian/Imperial

Printed in U.S.A. Copyright © 1989